



BE THE CHANGE



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VOLUNTEERS

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Foreword

Mahatma Gandhi said, “You must be the change you wish to see in the world” and this year’s theme “Be the Change” underlines that very message. Here at AFS Malaysia, the Board and National Office are working hard to embody that change to keep us relevant and encourage growth and progress. Since we first embarked on student exchanges in 1958, we have stayed true to our core values of putting people first, sharing with integrity and serving our stakeholders to the best of our ability. Now that we are moving forward to not just embrace change but also Be the change, we have adopted the values of Trustworthiness, Aspirational, Reliable, Intercultural and Inclusiveness as these align with the vision of AFS as a volunteer based organization.

We are also fostering a strong alignment with educators who recognize the need to increase the global competency of all students, not only those who will choose to study abroad.

A historic milestone that we achieved last year was the acquisition of our own building, a place to call our permanent headquarters at last. After 58 years of a nomadic lifestyle where we rented office space all over the Klang Valley, AFS Malaysia has finally settled down in Plaza Glomac, Kelana Jaya. Its strategic location not just near an airport and the country’s main highway artery but also a stone’s throw from an MRT line station makes the property a highly valuable asset.

Looking back on a year stained by global economic turmoil, AFS Malaysia had met the challenges of 2015 head-on – facilitating nearly 150 outbound exchanges as well as hosted 80 international students. While it was fraught with challenges, there were many highlights too which included:

- Volunteer training to upgrade and update their skills with process systems through the use of Global Link and Google Documents
- Increased social media presence with 100% more active engagement online and a growing number of Twitter followers, Facebook Fans and Instagram followers
- Our website being mobile friendly
- Our Antarabudaya e-Newsletter getting a facelift and a new name “Budaya Beat” and transforming into an e Magazine with an increased circulation of more than 3000 stakeholders from Ministries to volunteers, returnees, suppliers and supporters
- Chapter processes and structures being streamlined and a Chapter Charter rolled out as a pilot project
- Reconnecting with hundreds of AFS Malaysia Alumni through a returnees initiative that has seen the database increase significantly
- An organization strategic planning process to develop a vision and plan to guide AFS Malaysia for the next five years



AFS Malaysia’s Mission Statement

To engage Malaysians to embrace our differences and celebrate our commonalities through committed volunteerism for a united Malaysia

- Aligning all AFS programs to meet the AFS education goals with more than 200 volunteers completing the Level W workshops
- Exploring new programs to meet market demand

Of course, change is not easy. Change will take time. There will be setbacks and false starts and mistakes too. But together, we can strengthen our performance in delivering year, semester, intensive and very short programs as we continue our growth in new directions, including creating new and innovative intercultural learning programs, services and products. In this respect, we salute our dedicated staff, our devoted core of more than 500 active volunteers, host families, schools and teachers around Malaysia for the continued commitment and belief in the AFS mission. We would also like to acknowledge the strong support given by our AFS Partners as our ability to deliver life changing intercultural experiences to participants is dependent on their support and cooperation too.

On behalf of the board of directors, staff and volunteers, thank you for supporting our vision and evolving strategies. We are very proud of how we have faced challenges and issues, but it is you, our supporters who have made, and continue to make, the AFS Effect possible.



Khalilah Talha
AFS Malaysia
Chairperson

Atty Sulaiman
AFS Malaysia
National Director



AFS Malaysia's Vision Statement

- To be a leader in Intercultural Learning
- To create future leaders through intercultural learning and understanding

Programs Overview: Sending

Daring to Grow the numbers

AFS Malaysia continues to build our program growth especially in the area of traditional programs. For 2015, we were able to introduce new destinations for semester and year programs such as Italy, Brazil, Hungary and Denmark.

By collaborating closely with our Partners and volunteers, we were able to promote our traditional year, semester, intensive and very short programs by giving our participants the true AFS experience which includes homestay, attending local school and getting a real taste of life in their host country.

While scholarship numbers continue to dwindle, application numbers were positive.

It was indeed a challenging year as terrorism activities were on high alert around the world. Parents and participants were unsure to proceed with the program and many withdrew in fear. Despite the uncertainties, with strong support from volunteers and returnees, we managed to meet the target in 2014.

The benefits of an AFS exchange are more than just excitement, fun or adventure. An AFS experience helps to develop skills that are critical to the future studies, careers and personal lives of participants.



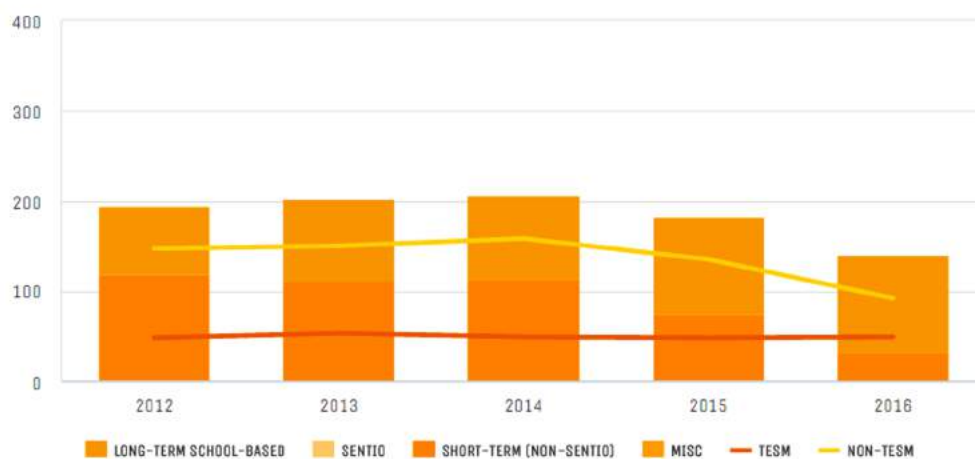
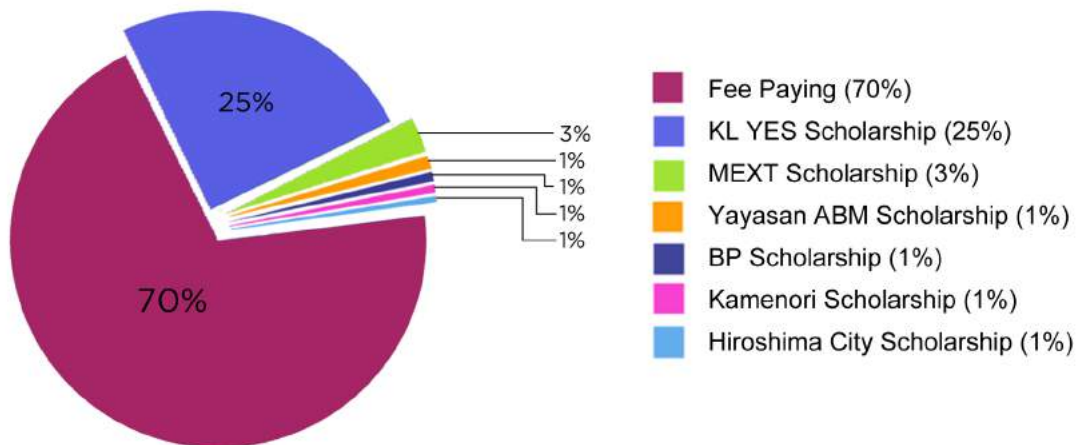
Intensive Program (IP) Turkey participants, Hanna, Fitri & Tan Hui Wen enjoying the snow



Dinah (middle) completed her one year exchange in Chile

Country / Type of Program	Very Short program	Intensive program	Semester program	Year Program	Total Participation per country
Argentina				6	6
Austria			3		3
Belgium Flanders				2	2
Brazil				1	1
Chile				4	4
China		1			1
Denmark	16			2	18
Finland		5		1	6
France		2	5	1	8
Germany	3			8	11
Hungary			3	1	4
Italy		32	1		33
Japan				14	14
Japan (Language Study)		6			6
Japan (MEXT Program)		5			5
Korea				1	1
New Zealand				2	2
Spain		-			
Switzerland				7	7
Turkey		3			3
USA (BP Program)			1		1
USA (YES Program)			45		45
Total participants for 2015	19	54	58	50	181

Table 1: Number of participants on AFS programs in 2015



PROGRAM TYPE	2012	2013	2014	2015	2016
LONG-TERM SCHOOL-BASED	75 (-11%)	91 (+21%)	94 (+3%)	108 (+15%)	109 (+1%)
SENTIO PROGRAMS	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
SHORT-TERM (NON-SENTIO)	118 (-10%)	112 (-5%)	113 (+1%)	73 (-35%)	33 (-55%)
MISCELLANEOUS (ALL OTHERS)	2	0 (-100%)	0 (0%)	2	0 (-100%)
TESM	48 (-24%)	53 (+10%)	49 (-8%)	48 (-2%)	49 (+2%)
NON-TESM	147 (-3%)	150 (+2%)	158 (+5%)	135 (-15%)	93 (-31%)
TOTAL	195 (+9%)	203 (+4%)	207 (+2%)	183 (-12%)	142 (-22%)

Table 1.1: Number of participants from 2012 till 2016 by program type

Programs Overview: Hosting

Embracing challenges and changes

In 2015, AFS Malaysia increased its hosting numbers to 80 participants. The increase is testament that Partners are increasingly promoting Malaysia as an AFS Destination for both traditional school based and 18+ Community Service programs. In this regard, Japan and Germany remain our biggest Sending partners in both categories.

In conjunction with our Centennial celebrations, the AFS Network offered Changemaker Scholarships and Malaysia was given two spots to host during the Southern Hemisphere cycle. In our effort to promote exchanges among countries in the ASEAN region, we welcomed Catherine Basas as our first exchange student from the Philippines. Catherine is currently hosted at Pahang Chapter for a year. We also hosted our second Changemaker participant, Sophia Gamboa from Costa Rica, currently hosted in Kedah Chapter.

One of the highlights for our hosted participants is the Festive Exchange Program when participants are placed with host families of a different race to enable them to experience the variety of cultural celebrations in Malaysia. The Festive Exchange Program is a hit with participants as they are

given an opportunity to experience another way of life and learn more about another race and religion in the country.

Other major highlights for our participants are:

- Short Term Exchange Program to other states including Sabah & Sarawak
- Participation in Ponggal Festival hosted by Perak and Perlis Chapter
- The Southern Hemisphere batch was given a rare opportunity to perform a local dance in the AFS Gala Dinner 2015 which was held in conjunction with Partner Network Meeting 2015.

AFS Malaysia continues to face challenges with visa application procedures. With a more stringent process, the costs and administration within the National Office and Chapter level has increased tremendously. Despite these repeated annual challenges, the support and the passion of volunteers as the main driving force behind our hosting program success has made it possible for the numbers to be doubled.



Hosted participants celebrating Ponggal Festival 2015



International students in traditional clothes during one of the chapter events.



Luise Rasch from Germany all ready for Deepavali with her henna painted hands

Sending County	Intensive Program	Trimester Program	Semester Program	Year Program	No Sent to Malaysia
France			1	4	5
Austria			1		1
France			1	4	5
Belgium Flanders				1	1
Costa Rica				1	1
Denmark				1	1
Spain	3			3	6
Germany			2	5	7
Hungary				3	3
Italy				8	8
Philippines				1	1
Chile				1	1
Japan				7	7
New Zealand				1	1
Total School Based Hosting no for 2015	3		5	40	48

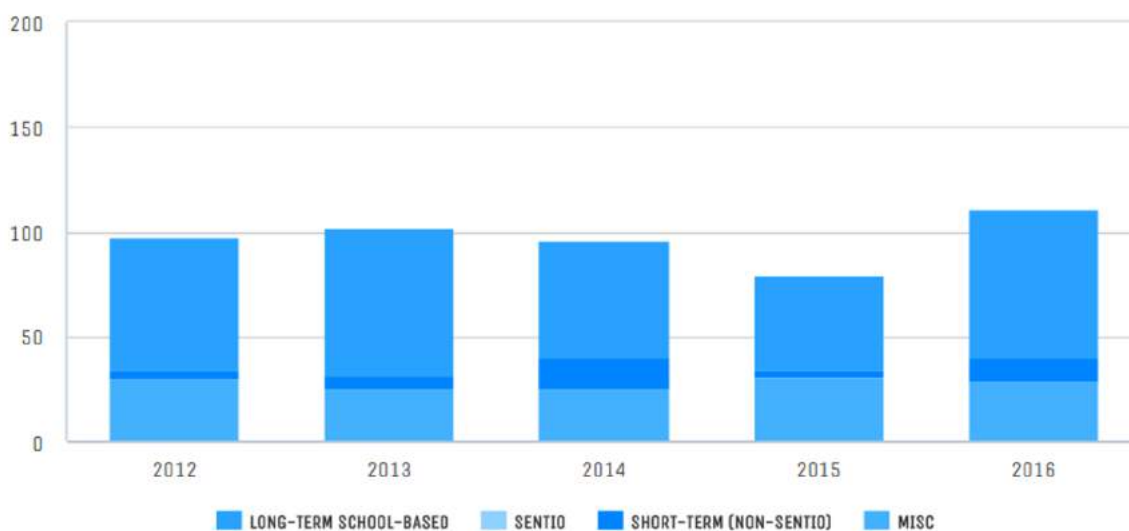
Table 2: Number of hosted participants in Malaysia

Sending County	Trimester Program	Semester Program	Year Program	No Sent to Malaysia
Germany	1	2	30	33
Belgium Flanders	1		1	2
Total CSP participants	2	2	31	35

Table 2.1: Number of CSP participants in Malaysia

Scholarship Recipients on Host Programs	Participant	Place Hosted
YES participant	2	Damansara
	3	Negeri Sembilan
BP participant	1	Pahang
	1	Perak

Table 2.2: Number of scholarship participants hosted in Malaysia



PROGRAM TYPE	2012	2013	2014	2015	2016
LONG-TERM SCHOOL-BASED	63 (-5%)	70 (+11%)	56 (-20%)	45 (-20%)	71 (+58%)
SENTIO PROGRAMS	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
SHORT-TERM (NON-SENTIO)	4 (-64%)	6 (+50%)	14 (+133%)	3 (-79%)	11 (+267%)
MISCELLANEOUS (ALL OTHERS)	30 (+76%)	26 (-13%)	26 (0%)	31 (+19%)	29 (-6%)
TOTAL	97 (+3%)	102 (+5%)	96 (-6%)	79 (-18%)	111 (+41%)

Table 2.3: Number of scholarship participants hosted in Malaysia from 2012-2015 by program type

Intercultural Learning Overview

Intercultural Reach

For the past 58 years, we have striven to be an educational organization promoting intercultural awareness, tolerance and communication. In line with AFS Malaysia's vision to position ourselves as an Intercultural expert, we have been focusing on building solid foundations for our volunteers to enable them to increase their intercultural competence. We have been working hard to engage our volunteers and alumni to support them to broaden their perspective and learn from each other by developing their intercultural communications skills further. The results have been satisfying and some of the notable achievements are:

- Conducted Regional ICL Level W workshops. In total more than 200 volunteers had the opportunity to be introduced to Intercultural Learning
- We organized an inaugural ICL link Level 1 Workshop with more than 30 returnees, volunteers and school teachers taking part in the program
- The first ever Passport to the World Intercultural Fair held in conjunction with the 2015 Partner Network Meeting received more than 400 visitors from all around Klang Valley
- AFS Malaysia also participated in an Educational Assessment Project to tabulate an e-learning portfolio on the learning journey of Year Program participants based on the AFS Educational Goals

- In support of enhancing learning modules for AFS Curriculum, AFS Malaysia collaborated with AFS International to create content Questionnaire and distance learning module for Regional ICL Link Level 1 & 2
- To provide successful intercultural experience for all stakeholders, we developed, enhanced and supported all handbook and orientation materials. The updated materials now provide the fundamentals of intercultural communication and allows volunteers to apply the theory through each step of the program
- AFS Malaysia participated in the first ever AAI-Sietar Conference organized in Bali. Board of Directors and AFS Malaysia staff participated in the conference. As we continue to expand our approach in providing volunteers and alumni the necessary intercultural education, the learning process is expected to leave a profound impact on all stakeholders. The AFS experience exchanges more than just people, it stimulates new ways of thinking, fosters love and respect and teaches how one can be adaptable between cultures.



Participants presenting their insight on cross-cultural study



Visitors learning how to make crane origami at the Passport to the World Intercultural Fair

Events & Activities 2015

Volunteer Congress 2015

The past, present and future were ignited at the recent Volunteer Congress 2015 when delegates were reminded of AFS' raison d'etre, its current positioning and where it is heading during the three-day event themed "Ignite - Looking Back, Moving Forward."

Organised by volunteers for volunteers, a marketplace was held in conjunction with the congress to enable chapters, Alumni & National Office to share their early history and key milestones. Mementos, memorabilia & paraphernalia were used to tell their respective stories and afforded delegates with the opportunity to understand and engage more meaningfully with each other throughout the event.

Concurrent sessions offering four topics of interest - Public Speaking, Event Management, Social Media and Storytelling - were also held to enhance knowledge and develop skills in delegates.

An appreciation dinner with the theme of Prom Night saw the crowning of a Prom King and Queen and awards being out to Best Chapter, Best Young Inspirational Leader and Best Potential Leader.

The Volunteer Congress is an event to recognize volunteers who have tirelessly given their time, effort & energy to AFS. Workshops for personal development, skills enhancement and self-fulfilment are held to sustain volunteer numbers and increase their motivation level. The event was first held in 2008 to celebrate International Volunteers Day which falls on 5 December every year. Past themes have included "Together We Can", "Diversity & Inclusiveness" and "Rockin' Volunteers".



Participants of Volunteer Congress 2015 listening intently to a briefing

Returnees Revive and Reconnect

2015 saw the revival of the AFS Returnee Alumni. The alumni would be a platform for all AFS Malaysia program returnees to reconnect with AFS and its values. The Alumni also purposes to be a strategic source of information regarding AFS Malaysia-organized activities, as well as providing network-wide opportunities in volunteerism. The committee is currently focusing its efforts on the recruitment and integration of more recent returnees as volunteers.

The Alumni has organized and executed notable events while supporting the National Office in orientation camps as volunteer leaders.

In August, the AFS Returnee Alumni and YES Alumni Malaysia co-organized AFS' participation in Relay For Life (RFL). Returnees gathered to raise awareness and funds for the National Cancer Society Malaysia (NCSM). The event successfully attracted new returnees to participate in an AFS activity for the first time, with many continuing to volunteer in other AFS events.

Other activities include:

- Supporting the Volunteer Congress 2015 in November
- Organizing a Year End Party as an engaging platform to bridge the gap between senior volunteers and new returnees across different programs, chapters, and work industries

The Returnee Alumni has also increased its Social Media engagements to help reconnect with old and new returnees.



Above: Introducing some of the volunteers who co-organized Volunteer Congress 2015

Right: Alumni President, Kevin Hui and his enthusiastic team were on hand to receive guests for Alumni Year End Party

YES Spreading the Spirit of Volunteerism

In 2015 the YES Alumni Malaysia organised a record 23 events. In particular, the alumni was active in engaging members through volunteerism, community service, and leadership workshops. Outreach was extended through collaboration with external organizations, members of the public, and AFS Malaysia network.

All YES and YES Abroad program related orientations were planned and led by the alumni, including facilitating the National Level Selection Camp to interview potential YES 2016 candidates.

As part of their volunteer development focus, the YES Alumni organized a Conference 6.0 in Taiping with the Theme of "Spread the Spirit". The objective of the conference is to enable alumni to explore the important global youth crisis and how to generate creative solutions for local social issues. They were also exposed to how to organize sustainable impactful volunteering events and community work. Besides that, the alumni also supported a Pre-Selection Camp workshop to better equip volunteers with technical and soft skills.

The alumni organized a new community service outreach program known as SoundsGood, a free concert promoting volunteerism through music. Other initiatives include a free health clinic day in Kuantan, Pahang; motivational English Camp in Setiu, Terengganu; visit to old folks home for Global Youth Service Day; and Flood Relief Drive for victims in the East Coast.

Additionally, the alumni collaborated with Malaysia-America Alumni Partnership (MAAP) to conduct a series of beach clean-ups across Kelantan, Penang, and Negeri Sembilan. The event saw YES alumni coming together nationwide to help with the initiative.

A workshop on alternative career aspirations for high school students was also held in partnership with Teach For Malaysia and Project Read. The alumni reaches out to students from rural areas in Kedah to talk about career paths that are not the norm such as aircraft engineer, environmental engineering, pilot and many more.

A series of social events were also held to connect the alumni, such as the YES Fitness Day Picnic and AFS-YES Raya Returnees Reunion. Both events saw YES returnees and AFS returnees network informally over food and games.

The year ended with promotional activities to interested members of the public about YES Program and volunteering at the Passport to the World Intercultural Fair and Volunteer Congress 2015.



Partner Network Meeting 2015

In October 2015, Yayasan AFS Antarabudaya Malaysia was given the honor to host the 2015 Partner Network Meeting. With the theme 'Daring to Grow', the event saw a total of 180 international delegates from 44 countries gathered in Holiday Villa Hotel & Towers, Subang Jaya. The aim of PNM2015 was to focus on program growth among all AFS partners around the world.

AFS International Chairman Christian Werle, in his opening speech, shared the vision on best practices, new program development, exploring the drivers that support growth in leadership, business and volunteer development, marketing and communication, education and intercultural learning, as well as financial arrangements.

During the 10-day program, AFS Partners had the opportunity to conduct Partner-to-Partner (P2P) meetings. They shared innovative ideas to grow AFS' volume across three core focuses: exploring financially viable methods, delivering quality programs, and emphasizing educational impact. AFS Partners similarly had the opportunity to learn about other Partner's new program offerings and set target numbers for participation. The event also featured an inaugural AFS Marketplace. With a setup similar to a real marketplace, the successful

event resonated with delegates as it created an informal avenue to develop alliances while sharing and exchanging new ideas on the five drivers of growth in AFS:

- Leadership
- Improving marketing and communication outreach
- Expanding school and educator relations effort
- Developing new programs
- Enhancing volunteer development programs

Besides multiple track workshops and presentations, the meaningful sharing sessions facilitated by moderators received engaging feedback from delegates.

Overall, the Partner Network Meeting had showcased the growth in individual AFS market, regions and network. It was a rewarding event for AFS partners to reconnect, and more importantly, to realign ongoing and future strategies with the AFS mission to build bridges between cultures.



International delegates gathered to discuss on AFS program growth among all AFS partners around the world



Volunteering and Growing Impact – Forum & Panel Discussion

A forum and panel discussion on 'Volunteering and Growing Impact' was hosted by Yayasan AFS Antarabudaya Malaysia at Saloma Bistro & Theatre Restaurant, Kuala Lumpur on 8th October 2015. The event was held in conjunction with the AFS Partner Network Meeting (PNM), of which the attendees comprised delegates from 44 partner countries and representatives from volunteer driven organizations across Malaysia.

Lucas Welter began the forum with his findings on retaining volunteers in volunteer driven organizations. His research shows that recognition is a great motivator and validator in the volunteering cycle. Volunteers are more likely to be motivated to stay in an organization if given ownership and flexibility in their activities. Similarly, when volunteers feel they play a significant role in a project, it leads to a sense of recognition and belonging.

A panel discussion that followed centred on ways to create and grow successful organizations and overcome challenges. Moderated by AFS Board of Trustee member Elisabeth Hardt, panellists included iM4U CEO Rudy Malik, Shah Fiesal Hussain, Head of Management for MERCY Malaysia, Danutcha Catriona Singh, Director of HR & Communications for SOLS 24/7 Malaysia, and AFS Kedah Chapter President, Rohaya Md Yusoff.

A point raised and collectively agreed to by panellists was to identify volunteer interests during recruitment. This is to maximize opportunities for volunteers and assign them with activities that appeal to them – thus ensuring the fulfilment of project objectives and equal appreciation rendered to both the organization and volunteers in the network.

The forum and panel discussions ended with a closing remark by Dr. Vincenzo Morlini, the President and CEO of AFS Intercultural Programs. It is hoped that the significant information and sharing gained at the event would be shared and emulated at each participating organization.



Panel speakers discussing ways to create and grow successful organizations and overcome challenges in the volunteering sector



From left: Lucas Welter, Chief Organization Development Officer, Shah Fiesal Hussain, Head of Management for MERCY Malaysia, iM4U CEO Rudy Malik, Elisabeth Hardt, AFS Board of Trustee member, Danutcha Catriona Singh, Director of HR & Communications for SOLS 24/7 Malaysia, and AFS Kedah Chapter President, Rohaya Md Yusoff

Passport to the World Intercultural Fair 2015

Visitors to AFS Malaysia's Intercultural Fair were treated to a quick trip around the world with the many international booths, games, cultural exhibits and performances at the event.

Held in conjunction with AFS Partner Network Meeting 2015, the fair also provided AFS partners with an opportunity to promote their organisation and destinations to a Malaysian audience.

The highlights of the fair included song and dance performances from Khazakhstan and Ampang Chapter's Indian dance, traditional costumes and games from several countries and food samplings from different cultures. Returnees from Italy made latte for sale while French desserts were sought after by more than the 300 crowd who turned up. Argentina had visitors try their 'mate' tea, the exotic and juicy taste of pomelo was sampled at the Perak Chapter booth, liquorice and Danish butter cookies was served at the Denmark booth and nachos and other popular snacks was enjoyed at the USA booth.

A wall hanging of 1,000 colourful origami paper birds, painstakingly and lovingly folded over several days by volunteers and office staff, was a favourite photo stop for visitors while a feature wall of 'Notes to the World' was another hit with members of the public.

School children and students also found the idea of passports to be stamped at selected booths a novel idea and many were seen hurrying from booth to booth to do just that, especially just before closing time. Even AFS International Chair Christian Werle got into the action and contributed his personal well wishes to the world on the feature wall.

The objective of the event was to educate Malaysian youths about countries other than Malaysia especially about their society, religion, culture, traditions and opportunities through food, music, games and cultural interests. The Fair engaged visitors in an informal experiential learning environment, emphasizing AFS's belief in out-of-the classroom experience in personal, interpersonal, cultural and global growth. Through taste, touch, experiments, imitations, games, art and discussions, insight and appreciation of different cultures can be achieved.

The variety of booths from AFS Chapters served to represent the sum of Malaysia and its uniqueness in different geographical areas, as well as an opening for Partners to meet with local volunteers, and understand the various exchange realities their students face when on exchange to Malaysia. The emphasize on local diversity aimed to delegitimize the notion that sovereign nations have only one or a few stereotypical national culture.



Left: Dulio of AFS Portugal leaves his message to the world

Right: Mr. Khoo of AFS Negeri Sembilan explains to AFS International Chair, Christian Werle about bamboo blowpipes

PNM 2015 Gala Dinner: Blue is the New Bold

PNM2015's closing ceremony and fundraising gala dinner saw the 400 guests dressed in blue and the mood anything but, throughout the evening festivities.

The theme "Blue is the New Bold", after the AFS corporate color of blue, set the tone for the entire event, with the ballroom decorated in blue fairy lights, festooned with blue balloons and tables trimmed with blue ribbons and decorated with blue candles.

Early guest arrivals had the opportunity to take part in a week-long silent auction by making last minute bids. Other guests took part in an Intercultural Hunt which had them darting from end of the foyer to another searching for answers and doing hilarious tasks. A photo area had guests lining up to take their pictures against a themed backdrop. The night's entertainment began with 10 YP students performing a series of cultural dances with students of UiTM. Sending mother and 80s pop sensation Norshila Amin and her YES Returnee son Danial Durrany Norrizan later impressed diners

with their upbeat performances and duet, even having Board of Trustee members Reg Smith and Visakha Desai on stage for a joget number.

Birthday boy Paul Steiner, Board member of AFS Germany and one-time intern at AFS Malaysia and Puan Rohaya Yusuff, AFS Kedah Chapter President, were surprised with a birthday cake and the entire room singing happy birthday to them.

Another highlight was the King and Queen of the Blues awards which were won by Nurinany Yakob, host brother to Andor Nagy from Hungary and Raquel Martinez, Creative Director of AFS International in a ceremony reminiscent of a bersanding' (Malay wedding) rite, complete with bunga telor, bunga manggar and kompang playing in the background.

The evening ended with Partner Countries giving mementos and tokens of appreciation to the host country Malaysia and then the partying officially began with music and dancing, although some delegates took the party further into KL City until the wee hours of the morning!



Left: Best Dressed winners were feted as a 'Malay Wedding' couple

Right: Exchange students performing a dance medley with UiTM students as the opening act

Embracing the Community

Galatti Award Winner 2nd Malaysian Volunteer to Win Prestigious Galatti Award

Lucy Lim Ting Keat, Current Vice President of Terengganu, was awarded the prestigious Galatti Award 2015, becoming only the second Malaysian volunteer to receive AFS' highest honour and recognition for volunteerism.

Lucy was first introduced to AFS in the late 1960's when she was elected counsellor of the AFS Program in school. Her primary role was to assist host students in their adaptation, conduct cooking classes, as well as arrange various intercultural activities throughout the program duration. Lucy's volunteering scope soon expanded to also hosting international volunteers and educators, while dedicating time to organizing community engagement events. Some of her notable achievements are:

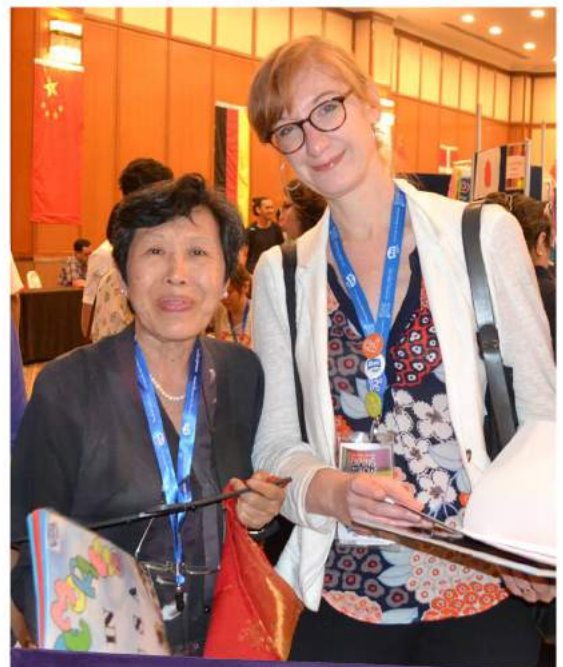
- In 2007, Lucy and Terengganu Chapter spearheaded 'Parade for Peace' a Batik Fashion Show event in conjunction with AFS Malaysia's 50th Anniversary. The event saw a huge collaboration between host families, the local community, host school, not-for-profit organizations and local government agencies.
- Always seeking to better the AFS experience, Lucy designed the first Host Family Pre-Arrival Orientation Module for Yayasan AFS Antarabudaya Malaysia. Her published work is still used today by the National Office and Chapters across the network in Host Family Orientations.
- Lucy is also a role model for continuous learning and self-development. Her international exposure and participation is testament to this. Among them are her participation in the Educators Program in New Zealand and Chief Chaperon of JENESYS Program to Japan. Furthermore, Lucy is currently a Level 2 graduate of the AFS Intercultural Link Learning Program.

In her 30 years of volunteering with AFS, Lucy has brought significant changes to the organization. Her tireless dedication and commitment continue to draw much admiration from all volunteers far and wide. She is keenly regarded as a mentor and a "doting mother" of AFS.

In recognition of her excellent contribution to the community as a changemaker, Yayasan AFS Malaysia extends its heartiest congratulations and well wishes to Lucy.



*Galatti Award Winner 2015,
Lucy Lim Ting Keat, Vice
President of Terengganu
Chapter*



*Lucy Lim with Chief Education
Officer of AFS Intercultural
Program, Melissa Liles*



*Siti Halijah Hassan was the first
Malaysian volunteer to receive AFS'
highest recognition of volunteerism in
1998*

Volunteer Awards

In the spirit of volunteerism and strengthening the volunteer network, this year's Volunteer Congress awarded local volunteers with special awards in recognition of their effort and contribution towards the organization.

Volunteer Harapan - To recognize a volunteer who brings in tenable hope for the future of AFS.
Johann Yap (YES Alumni President)



Most Inspiring Volunteer (Junior) - To recognize a volunteer below the age of 30 who is an inspiration to his/her peers..
Tan Yuan Ying (Committee member, Terengganu Chapter)



Most Inspiring Volunteer (Senior) - To recognize a volunteer above the age of 30 who is an inspiration to his/her peers..
Rohaya Md Yusoff (Chapter President, Kedah Chapter)

Local AFS Chapters were also awarded based on their performance and contribution towards the organization. Best Chapter Award 2015 was presented to:

1. **Perak Chapter - Champion**
2. **Pahang Chapter - 1st runner up**
3. **Damansara Chapter - 2nd runner up**



Chapter & Volunteer Development Overview

Building a Strong and Sustainable Volunteer Network

With the organization's Big 5 goals endorsed, the department adopted the tagline of "Building a Strong & Sustainable Volunteer Network" as its objective for 2015. Overseas training opportunities were awarded to deserving volunteers. Training and workshops were planned throughout the year. Much focus was given to providing efficient service to our stakeholders, particularly our participants, host families and sending families.

One of the main highlights is the birth of the Chapter Charter where chapters are expected to abide and fulfill all charter points over a period of 6 months. The implementation was rolled out in 3 stages and has charted success in areas of chapter committee, administration and financials.

The training opportunities included:

Spectrum of Education Symposium, Istanbul, Turkey

Four dedicated volunteers who are educators themselves were chosen to attend the event. The participants were awarded 1 full scholarship and 2 partial scholarships to enable them to share their educational skills. They are Rohaya bt Md Yusoff (Kedah Chapter), Shoba Devi (Johor Chapter), Ang Chwee Pin (Johor Chapter) and Zuniza Abu Bakar (Pahang Chapter)

Youth Symposium Forum in Buenos Aires

Eisya Sofia Azman, volunteer with Damansara Chapter represented AFS Malaysia in the Youth Symposium event which brought together youths from all over the world to this grand event. Upon her return, she headed the AFS Volunteering Forum Committee in conjunction with Partner Network Meeting 2015.

Viva Italia

Mr. Bahtiar Afandi, Sarawak Chapter President was selected to represent Malaysia in Rome to lead an Orientation for Pre-Departure for Italian students coming to Malaysia. He was chosen based on his knowledge of the Italian language and experience in orientation preparations for a group of Italian students on a Year program to Malaysia.

Annual Events

- **Board, Chapter & Staff Retreat & Chapter Presidents Meeting** - This CP Meeting in March doubled up as a retreat for the 3 main groups of people that embody the organization. It was held in Johor Bahru where not only meetings & sessions happened but an outdoor seafood dinner & a Scavenger Hunt were organized.
- **Chapter Presidents Meeting** - The second one for the year was held in Kuala Lumpur. It was during this meeting that the Chapter Charter was formulated and launched.
- **Volunteer Congress 2015** - The Volunteer Congress was held back-to-back with the SH15 Farewell Dinner. The theme was "Ignite! - Looking back, moving forward". Everyone will agree that one of the most memorable moments was when there was a small fire incident in the hotel kitchen on the final day! Thankfully, nobody was injured but the event had to end abruptly just after the last session. Chapter awards were given out with Perak winning Best Chapter followed by Pahang & Damansara in second and third places respectively.

MAS				
2016				
505 Active Vols	17 Territorial Units		354 New Vols	
			0 Leaving Vols	
Past Data	2012	2013	2014	2015
Active Vols	171	146	368	350
Territorial Units	19	14	16	17

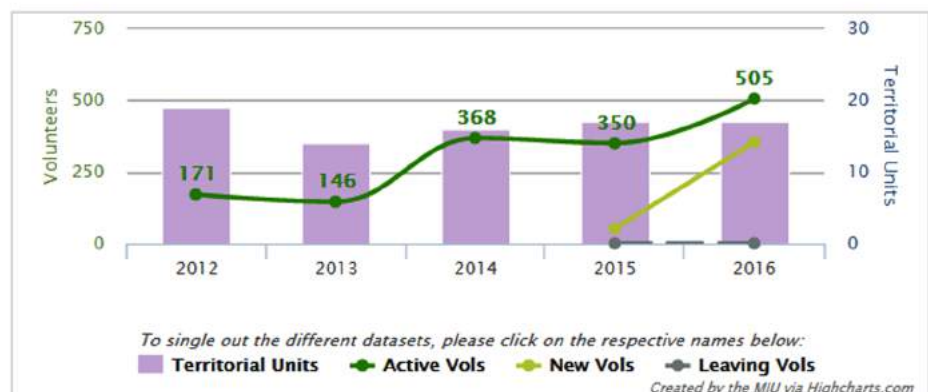


Table 3: Overview of volunteer growth in Malaysia



Chapter & Volunteer Development Manager, Annie Yap sharing her knowledge during GLocal Link Training for chapter volunteers

Chapter & Alumni Updates

- Ampang Chapter was launched in September under a new leadership.
- After the demise of Kuantan Chapter, new volunteers were identified to helm Pahang Chapter in April.
- Perak & Johor Chapters officially formed their committees in April & July respectively.
- Kuala Lumpur Chapter had to close due to the President's resignation in December.
- The AFS Alumni, also known as Returnee Group, was officiated with a brand new committee and its first project was the Volunteer Congress.
- In May, we had a Global Link Training for Chapters where chapter volunteers who have access to Global Link and are in charge of monthly accounts and reports were given a one-to-one training on the usage of the tools.



Volunteer Congress 2015 in session



Malaysian participants to Spectrum of Education 4 Conference in Istanbul, Turkey. From left, Shoba Devi, Rohaya, Fatma Akgun (National Director of AFS Turkey), Omer Orhan (Principal of Ayazaga Isik Lisesi), Ang Chwee Pin and Zuniza

Marketing Communications Overview

A year of significant changes

From the development of effective marketing communications strategy to the successful promotion of AFS events and programs, the Marketing & Communications department this year further extended its reach and expanded its level of consultation and service across chapters and schools, breaking new ground in several key areas.

2015 has been filled with exciting changes. In addition to adopting to new branding strategic action to align to the Big Goal 5, the department started to work on a comprehensive strategy to enhance the AFS brand and strengthen the organization's visibility and recognition. Highlights and major achievements include:

#AFSEffect Recruitment

We gave promotional marketing materials a facelift as many of the designs needed to be refreshed. We adopted the #AFSEffect theme for the AFS Centennial Celebrations in Paris into the AFS Recruitment Campaign. We rolled out a brand new, bolder and more compelling marketing campaign in August 2015 using the #AFSEffect theme. The campaign adopted messages on how AFS transforms lives, builds intercultural awareness and skills and develops global citizens.

Social Media highlights

AFS Malaysia's main social media platforms revolve around Facebook, Instagram, Twitter and YouTube. We use these channels to engage and inform both existing and potential audiences, while continuously working to expand our reach. We strive to keep our content relevant and interesting as we hope it helps to support us to increase brand awareness to encourage our audiences to take action, such as participating in AFS programs as exchange students, be volunteers and be active as global citizens.

To support our Digital Marketing strategy, social media posts were created to be shared at both national and chapter levels. As at late 2014, we introduced Social Media Guidelines and Policy for the organization to help provide a framework to boost AFS Malaysia's Social Media activities. With a proper Social Media Calendar set up, we ensured that inputs from other departments, alumni and volunteers were featured as well. The calendar provided us a solid content foundation for AFS Malaysia to build on, customise or follow to increase or enhance our social media presence across multiple platforms.



Website Design and Management

The website underwent a facelift and new strategies were rolled out to ensure relevant and important content reached our stakeholders. We introduced a mobile friendly version in November during Volunteer Congress 2015. However, we will be collaborating with AFS International to adopt a new website management and design which we hope to roll out by mid-2016.

New, Bolder and Refreshed Marketing Promotional Materials

- Part of ensuring continuity and alignment in all materials, new and revised branding guidelines and policies were introduced.
- We also created easy-to-use templates for volunteers. Templates for brochures, fact sheets, flyers, destination sheets, powerpoints and many more were created to ensure uniformity in all materials.
- To ensure we have a better collection of photos, we created a proper photo hub through Flickr. The Flickr account is accessible to our volunteers and Partners to use the images.

Contest Promotions

- 2015 was the year we introduced contests as a way of engaging with participants, host families, volunteers and the public at large.

Daring to Grow

- 2015 started off with a bang, when AFS Malaysia won the bid to host the 2015 Partner Network Meeting. A close collaboration with AFS International was established to create a comprehensive marketing and communications program to support the Partner Network Meeting's events and activities. With focus on visibility, affiliation and fundraising—the team worked with the Partner Network Meeting committee to create two big events. The first, a Volunteering Forum on “Volunteering & Growing Impact” was a fitting tribute to the Centennial Anniversary of the American Field Service - and an ideal opportunity to reinforce our experience and expertise as a 100+ year-old volunteer-driven organization. The second, a “Passport to the World” event, saw more than 400 visitors from all around Klang Valley coming to the fair to know more about the different countries. The third, AFS Malaysia collaborated with Orange Tree Consultancy to organize a Gala Dinner. Orange Tree Consultancy, owned by AFS Returnee Elena Samsuddin collaborated with AFS Malaysia to organize a Gala Dinner. The gala dinner themed ‘Blue is the New Bold’ saw participation from partner countries, corporations, returnees, volunteers and embassies. Themed “Daring to Grow”, we worked closely with AFS International to enhance promotional materials in digital and visual content for the meeting.



AFS Malaysia Strategic Plan

1. Expanding AFS Effect and Impact: Pursuing stronger Partnership with Ministry of Education and Corporations

As market trends change, we are committed to building stronger ties with Ministry of Education and Corporations that will provide opportunities to engage with all our stakeholders, particularly our sending participants. Our goal is to be endorsed by Ministry of Education and to raise Scholarships

2. Increasing Brand Visibility & Intercultural Learning Presence

As the needs, priorities and interests change, we are committed to cultivating our core programs and creating new programs that will continue to embody the AFS mission while increasing enhancements to create leaders among our strong volunteer network. This includes strengthening our intercultural learning presence among all AFS constituents

3. Expansion of Volunteer Growth, Quality

Through innovative approach, we plan to expand and build capacity to ensure sustainability to support growth and geographical reach. This includes expanding and diversifying volunteer membership, improving support delivery and relevance of AFS services, ensuring volunteers meet local market needs and striving to continue building the network to deliver AFS programs.

4. Increasing Programs Growth; Sending & Hosting Programs

Recognizing the market demand and the impact of program growth on intercultural exchange programs, AFS Malaysia will need to position its presence in the environment to attract a greater number of young Ambassadors who will embody the organization's mission to bridge cultures and foster understanding. To achieve this, we envision increasing our Sending Programs by 100% by the year 2020.

5. Organisational Excellence: Employees and Volunteers Experience

AFS Malaysia believes that our people are the essence of the organization. AFS Malaysia is committed to nurture and develop our people so that they can grow and give their best support to the AFS Mission and strategic direction.

We identify that Human Capital Development is crucial and through the People Management program we will focus on corporate culture, engagement, work environment, and empowerment.

AFS Malaysia Board of Directors 2015



Khalilah Dato' Mohd Talha

Chairperson
Communications Consultant

Dato' Mahadzhir Lokman

Strategic Stakeholder Relations
Managing Director of Dale Lokman Associates

Dr. Jason Lee

Training & Education
Centre for Research & Development in Learning
(CRADLE), Nanyang Technological University

Rezal Jaafar

Brand Visibility & Corporate Funding
Senior Vice President, Managing Director's
Office (SPO) Khazanah Nasional Berhad

Thiruchelvam Subramaniam

Chapter & Volunteer Development
Senior Manager, ON Semiconductor

Zuraidah Mian

People Development
Director, Program Development
Mercy Malaysia

Zamrah Ismail

Program Development / Scholarships
Business Consultant, Powerskill Asia Sdn Bhd

Datuk Chris Tan

Government Relations
Director (Business Development) PEMANDU

Divakaran Vasudevan

YES Alumni / Legal Affairs & Scholarships
Community Manager, UBER KL

AFS Malaysia National Office

Atty Sulaiman
National Director

Annie Yap
Assistant National Director / Chapter &
Volunteer Development Manager

Azreen Afzan Md Nasir
Program Manager

Farah Zulkifli
Programs Executive (Hosting Programs)

Janice Heng
Programs Executive (Sending Programs)

Kautsar Ismail
Finance Executive

Liyana Johan
Chapter & Development Executive

Nadia Samsuddin
Programs Executive (Very Short & Intensive
Programs)

Nani Taha
Head of Human Resource & Administration

Nurhasliza Sahadi
Digital Marketing Executive

Siti Sophie Ismail
Programs Executive (Sending Programs)

Sri Gayathri Velayutham
Head of Communications & Resource
Development

Suyin Chia
Intercultural Learning Responsible

Syant bin Alias
18+ CSP Program Executive
Community Service, Program Department

Vanessa Bilda
Public Relations Executive

Watt Marvien Medang
Management Information Executive

Diyana Zulasmin
Hosting Program Executive (Participant
Support)

Zainal Saharudin
Marketing & Communications Executive

AFS Malaysia Chapters

Ampang Chapter
Nuriah Manap

Damansara Chapter
Susie Naddan

Johor Chapter
Shoba Devi a/p A. Balakrishnan

Klang Chapter
Mrs Chantirah Bernard

Kedah Chapter
Rohaya Md Yusoff

Kelantan Chapter
Anisah bt Abdul Halim

Kuala Lumpur Chapter
Fauziah Ahmad Thani

Negeri Sembilan Chapter
Khoo Eng Foo

Perlis Chapter
Dr. Hari Ram

Pahang Chapter
Vincent Jiam Tee Hoong

Penang Chapter
Mazlan Mohamad

Perak Chapter
Santheran Appasamy

Sabah Chapter
Judy Gomez (Kota Kinabalu Contact Person)

Sarawak Chapter
Bahtiar Afandi

Terengganu Chapter
Long Tin Piau, PJK

Acknowledgement

Embassies

Embassy of the Federal Republic of Germany
Embassy of France
Embassy of Italy
Embassy of Belgium
Embassy of the United States
Embassy of Iceland
Austrian Embassy Kuala Lumpur
Embassy of Spain
Embassy of Japan
Chilean Embassy Kuala Lumpur

Ministries/ Government Agencies

Ministry of Education Malaysia
*School Management Division
*Special School Education Division
*Curriculum Development Centre
*Cluster/Fully Residential School Management Division
*Co-curricular unit.

State Education Department
*School Division
*Curriculum Unit
*Relations and Registration Unit
*Academic Unit

Immigration Department of Malaysia
Ministry of Tourism and Culture, Malaysia
Ministry of Foreign Affairs, Malaysia
Ministry of Information, Communication and Culture, Malaysia
Department of Culture & Arts Melaka (JKKN Melaka)
Inland Revenue Board of Malaysia (LHDN)

Media

The Star
Harian Metro
New Straits Times
Nanyang Siang Pau
Tamil Malar
Astro Awani
Sinar Harian

Corporate Partners/Sponsors

Malaysia Palm Oil Council
PLUS Malaysia Berhad
Orange Tree Consultancy
Datin Teo Hwee Ai
Mr Jason Lee
Mr Thiruchelvam Subramaniam
Datuk Chris Tan
Puan Khalilah Talha
Puan Zu Mian
En. Rezal Jaafar
En. Yakob Kamsari & Puan Jusnah
Dato' Mahadzahir Lokman
Mr Leng Ka Chun
Ms Carmen Ng

Non-profit Organizations

Min House Camp, Kubang Kerian, Kelantan
Knowledge Quest Secretariat (USM) Kelantan
The Dementia Society Perak
St. John Ambulance Malaysia, Penang
Penang Cheshire Home
Science of Life Studies 24/7
Persatuan Pemulihan dalam Komuniti Buntong UMK Kelantan
Pertubuhan Komuniti Harap, Pahang
National Visual Arts Gallery, Kuala Lumpur
Penang Children Protection Society
Children's Welfare Home, Taiping
Taiping Children Center
Yayasan Kebajikan Anak-anak Yatim Kelantan
Persatuan Kemajuan Wanita Masyarakat India Daerah Batang Padang
Pertubuhan Kebajikan dan Perlindungan Nur Qaseh Malaysia
Pertubuhan Komuniti Harap Kuantan
Rapha Children's Home
Tadika Penang Buddhist Association

AFS mission

AFS Intercultural Programs is an international, voluntary, non-governmental, non-profit organization that provides intercultural learning opportunities to help people develop the knowledge, skills and understanding needed to create a more just and peaceful world.

AFS values

AFS enables people to act as responsible, global citizens working for peace and understanding in a diverse world. It acknowledges that peace is a dynamic concept threatened by injustice, inequity, and intolerance.

AFS seeks to affirm faith in the dignity and worth of every human being and of all nations and cultures. It encourages respect for human rights and fundamental freedoms without distinction as to race, sex, language, religion, or social status.

AFS activities are based on our core values of dignity, respect for differences, harmony, sensitivity, and tolerance.



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Connecting Lives, Sharing Cultures